

HOM Furniture Application to Establish Off-Street Parking Requirements for Durable Goods

The goal is to create a separate off-street parking requirement for durable goods that is scaled based on store size. Durable goods are typically large bulky products that require large amounts of showroom to display and are not usually cash and carry products. Many other cities already have separate off-street parking requirements for durable goods and some have even appropriately lower requirements for furniture stores. Coon Rapids and St. Cloud both have furniture store ratios that are one (1) parking space per 1,000 square feet of showroom. Currently in Bloomington, furniture showrooms or other durable goods showrooms are required to provide parking that is the same as a Walmart, Costco, Cub Foods, Apple Store, Home Depot or other higher traffic retailers, while usually creating only 10 to 20% of the store traffic PSF of showroom space and less than 50% of the employees on duty.

The advent of the internet has decreased the average number and duration of visits, especially in durable goods. Customers do the bulk of their research online and come to the showroom already educated just wanting to look, feel, touch and view the product before making their final decision. Excess unused parking increases consumer prices, reduces city tax bases by reducing density, creates large seas of unused blacktop and is about as NON-GREEN as you can get. HOM Furniture has 15 years of hour-by-hour customer door swings for all locations, taped parking lot footage of the Bloomington showroom starting last December, hourly employee counts and other supporting research to validate the need for a change.

History of HOM Furniture in Bloomington

- Opened the first 12,000 square foot Waterbed Room store and corporate headquarters in Bloomington around 1990. "Waterbed Room Man" was born on a chalkboard in these offices. The Bloomington location ranked number one in store volume out of 14 Midwest showrooms.
- Changed the Waterbed Room name to Total Bedroom and opened the first HOM Oak and Leather showroom in 1991. The combined store size was 54,000 square feet in the original 7800 Dupont Avenue building.
- In 1997, we combined the original 54,000 square foot building and leased 30,000 sq. ft. next door (7850 Dupont Ave) to create one of the original three HOM Furniture showrooms. This is the current configuration of HOM Furniture. For the next five years, Bloomington was the number one showroom in the company, until larger showrooms were opened in Lakeville and Plymouth.
- In the summer of 2015, we purchased the adjoining 7850 Dupont building that is currently occupied by Golf Galaxy and HOM in order to allow for future expansion. Our plans involve adding a second level to the 7850 side and entirely updating both properties. The existing parking lots would all remain the same with minimal, if any, changes to the building footprint.
- Our plan is to have Bloomington HOM Furniture become another highly visible showpiece for residents and visitors along I-494, instead of the tired façade you see today.

SITE PLAN



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architecture • interiors
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333 N Main St. Ste. 201
Stillwater, MN 55082
651-430-0606
archnetusa.com

HOM
BLOOMINGTON

ADDRESS

[illegible]

Registration Information
I hereby certify that this plan, specification, or report was prepared by me or under my direct supervision, and that I am a duly Licensed Architect under the laws of the State of Minnesota

Printed Name
MICHAEL F. DIEM

Signature

DATE **License #**
7-27-15 36844

Sheet Information
 SITE PLAN FOR OPTION 1

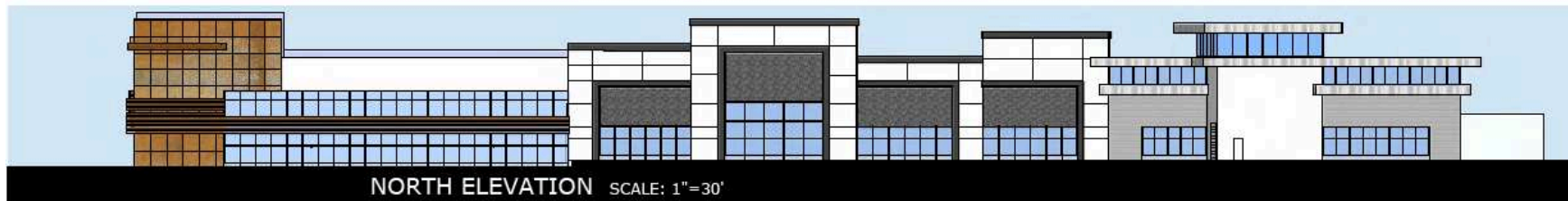
Project No.: 14-146 Drawing No.:
 Drawn By: CAL
 Checked By: BT
 Date: 7-27-15

AS1

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ARCHITECTURAL RENDERING

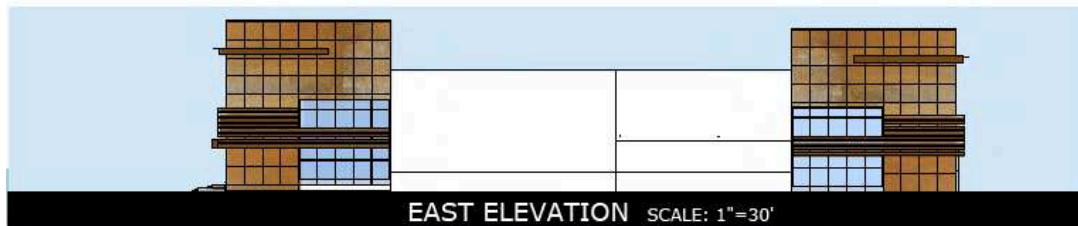
(Final Design to be Determined)



EXTERIOR BUILDING MATERIALS TO CONSIST OF THE FOLLOWING:

- METAL FASCIA PANELS
- PROFILED METAL PANELS
- STOREFRONT GLAZING
- METAL WALL PANELS
- PROJECTING METAL SLATS
- STONE VENEER
- ARCHITECTURAL CMU

FINAL AREAS AND LOCATIONS TO BE DETERMINED IN
SUBSEQUANT SUBMITTALS



8-5-2015

HOM BLOOMINGTON, MN

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Customer Door Counts

All HOM Furniture showrooms have had door beam counters installed since 1999 that give us accurate customer counts. The chart below shows the monthly and annual customer counts of the Bloomington showroom since the showroom was opened at its current size. As you can see, the peak traffic year was 2001, prior to the opening of two 150,000 plus sq. ft. showrooms in Lakeville and Plymouth in 2002. Customer traffic has steadily dropped in all HOM showrooms since 2006. This decrease in traffic attests to the affect of the internet. That trend continues a little each year, even though same store sales are increasing, since the housing and economic crash of 2008-2011. Customer counts in 2014 were only 37% of those in 2001. Golf Galaxy was also at their peak in 2001 when Tiger Woods increased the popularity of golf. Even when both stores were at their peak, the shared parking lot never experienced any capacity issues. As part of the expansion, HOM would use 100% of the building and 259 parking spaces.

Sum of Total Traffic	Month												Grand Total
Year	January	February	March	April	May	June	July	August	September	October	November	December	
1999	24,537	25,996	25,428	22,294	22,581	21,257	24,975	28,716	27,710	24,026	23,838	22,366	293,724
2000	28,374	24,994	27,740	24,205	21,764	20,311	25,319	25,712	24,776	22,247	21,828	21,036	288,306
2001	26,318	23,097	28,302	24,415	24,808	24,574	31,331	30,050	27,932	25,987	30,355	27,685	324,854
2002	29,404	26,514	27,558	21,436	19,144	18,376	22,646	21,604	19,105	17,545	20,287	17,933	261,552
2003	21,133	17,436	20,183	18,369	19,034	17,980	22,048	30,205	19,217	16,942	20,094	17,370	240,011
2004	20,124	17,224	18,262	16,578	21,362	16,314	18,418	21,932	19,094	18,160	18,666	16,568	222,702
2005	17,766	16,016	15,880	16,494	17,305	14,108	17,764	17,662	16,045	14,172	15,503	13,828	192,543
2006	18,362	14,416	15,594	15,504	15,122	13,608	17,029	16,459	13,664	12,972	14,268	14,476	181,474
2007	16,258	12,245	16,432	13,982	14,767	13,670	15,952	18,272	14,558	13,314	14,698	12,188	176,336
2008	14,089	13,673	13,991	13,689	13,684	12,311	13,258	15,948	11,450	9,596	12,648	8,361	152,698
2009	10,424	11,049	13,633	11,429	13,257	12,118	13,520	15,432	12,938	11,276	13,056	11,476	149,608
2010	14,533	12,300	14,732	14,024	16,418	13,726	16,530	15,038	13,514	12,981	15,644	12,589	172,029
2011	13,076	10,933	13,021	13,184	14,347	11,846	14,599	12,493	11,775	10,794	14,681	14,044	154,793
2012	10,910	10,018	11,338	10,792	11,469	11,063	12,488	12,311	11,120	9,778	13,584	10,684	135,555
2013	10,404	9,084	10,306	11,464	12,832	11,116	11,610	11,778	10,430	9,314	12,692	9,397	130,427
2014	8,800	7,461	10,200	10,148	11,470	10,536	11,142	11,972	9,384	8,456	11,379	9,779	120,727
Grand Total	284,512	252,456	282,600	258,007	269,364	242,914	288,629	305,584	262,712	237,560	273,221	239,780	3,197,339

Car Traffic Counts

We have had three cameras monitoring the Bloomington parking lots from December 2014 until Labor Day 2015. We have 100% of this available on time lapse video that can be drilled down on any day to rapidly show parking pressure within 1 minute intervals. Through this video, we were able to establish that the average vehicle contained 2 customers and was in the showroom 45 minutes. From this, we extrapolated the average cars by hour; by day of the week, using this formula:

Hourly Customer Counts / 2 Customers Per Car X 75% (3/4 of an hour duration of visit)

See chart next page.

Bloomington Customer Door Swing Traffic

By Day of Week

HOUR

Year		10a 11a	11a 12p	10a 11a	1p 2p	2p 3p	3p 4p	4p 5p	5p 6p	6p 7p	7p 8p	8p 9p
2014	Sunday		46	60	73	78	76	68	45			
	Monday	20	23	26	32	33	30	24	23	23	23	15
Customer	Tuesday	16	21	25	26	25	25	22	20	20	22	17
Door	Wednesday	17	21	24	27	28	24	20	19	21	23	18
Swings	Thursday	16	21	26	26	25	22	19	16	19	20	15
	Friday	18	28	38	33	36	30	27	23	26	29	22
	Saturday	29	48	67	74	84	82	74	60	44	35	
2015	Sunday		55	64	79	87	82	66	38			
	Monday	16	25	34	36	32	28	24	21	25	23	15
Customer	Tuesday	15	22	29	24	24	20	18	18	20	21	17
Door	Wednesday	14	19	23	27	26	22	20	21	21	24	17
Swings	Thursday	17	22	28	25	25	22	19	17	18	21	14
	Friday	20	27	34	31	34	30	26	26	29	30	25
	Saturday	34	57	79	82	84	79	74	56	37	29	

2014 Average Car Traffic

Average Door Swing / 2 Customers Per Car x 75%

By Day of Week

Year	Week Day	10a 11a	11a 12p	10a 11a	1p 2p	2p 3p	3p 4p	4p 5p	5p 6p	6p 7p	7p 8p	8p 9p
2014	Sunday	0	17	23	27	29	29	25	17	0	0	0
	Monday	8	9	10	12	12	11	9	9	8	9	6
Customer	Tuesday	6	8	9	10	10	9	8	7	7	8	6
Average	Wednesday	6	8	9	10	11	9	8	7	8	8	7
Parking	Thursday	6	8	10	10	9	8	7	6	7	8	6
	Friday	7	11	14	12	13	11	10	9	10	11	8
	Saturday	11	18	25	28	31	31	28	23	17	13	0
		0	0	0	0	0	0	0	0	0	0	0
2015	Sunday	0	21	24	29	33	31	25	14	0	0	0
	Monday	6	9	13	13	12	11	9	8	10	8	6
Customer	Tuesday	6	8	11	9	9	8	7	7	7	8	6
Average	Wednesday	5	7	9	10	10	8	7	8	8	9	7
Parking	Thursday	6	8	11	9	9	8	7	6	7	8	5
	Friday	7	10	13	12	13	11	10	10	11	11	9
	Saturday	13	21	30	31	31	30	28	21	14	11	0

Employees by day and hour for Bloomington and Lakeville's 150,000 sq. foot store

This shows the hourly employees scheduled for the week of Aug 23-29 to illustrate employee parking spaces required by hour of the week. As you can see the Lakeville showroom which is almost double the current Bloomington HOM, and is about the same size as the proposed Bloomington expansion, requires only 20% more sales staff at peak time. The biggest differential of staff is on Saturday because of the Lakeville customer pickup center which Bloomington will not have. We use a 90% ratio of employees to parking required, allowing for those who do not drive or car pool.

Week of August 23rd - 29th																													
Bloomington - Sunday August 23rd										Lakeville - Sunday August 23th																			
Time										Time																			
Group	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	Group	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm
Managerial/Support	0	0	6	6	6	7	7	7	7	7	7	0	0	0	Managerial/Support	0	5	6	8	9	9	9	9	9	9	9	0	0	0
Sales	0	0	14	16	19	19	19	18	17	17	17	0	0	0	Sales	0	0	0	18	21	21	21	21	21	21	21	0	0	0
TOTAL	0	0	20	22	25	26	26	25	24	24	24	0	0	0	TOTAL	0	5	6	26	30	30	30	30	30	30	30	0	0	0
Bloomington - Monday August 24th										Lakeville - Monday August 24th																			
Time										Time																			
Group	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	Group	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm
Managerial/Support	2	3	4	4	5	5	5	5	6	4	4	4	4	2	Managerial/Support	3	3	4	4	6	6	6	6	6	5	5	5	5	5
Sales	0	7	7	8	9	13	13	13	13	12	12	10	10	10	Sales	0	4	11	11	12	14	13	12	11	11	10	10	9	8
TOTAL	2	10	11	12	14	18	18	18	19	16	16	14	14	12	TOTAL	3	7	15	15	18	20	19	18	17	16	15	15	14	13
Bloomington - Tuesday August 25th										Lakeville - Tuesday August 25th																			
Time										Time																			
Group	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	Group	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm
Managerial/Support	3	5	6	6	7	7	7	7	8	4	3	3	3	3	Managerial/Support	5	6	6	6	7	7	7	7	6	4	4	4	4	4
Sales	0	7	7	8	11	13	13	13	13	10	10	8	8	8	Sales	0	1	8	9	11	11	12	9	9	9	9	9	8	8
TOTAL	3	12	13	14	18	20	20	20	21	14	13	11	11	11	TOTAL	5	7	14	15	18	18	19	16	15	13	13	13	12	12
Bloomington - Wednesday August 26th										Lakeville - Wednesday August 26th																			
Time										Time																			
Group	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	Group	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm
Managerial/Support	4	5	8	9	8	8	8	8	10	5	5	5	3	3	Managerial/Support	6	7	7	7	9	9	9	8	6	7	7	6	6	6
Sales	0	8	8	8	10	13	13	12	13	11	11	9	9	9	Sales	0	11	12	12	15	14	15	15	15	9	9	9	9	9
TOTAL	4	13	16	17	18	21	21	20	23	16	16	14	12	12	TOTAL	6	18	19	19	24	23	24	23	21	16	16	15	15	15
Bloomington - Thursday August 27th										Lakeville - Thursday August 27th																			
Time										Time																			
Group	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	Group	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm
Managerial/Support	3	6	6	6	8	8	8	8	9	6	4	3	3	3	Managerial/Support	3	5	6	6	7	8	8	7	7	5	5	5	5	5
Sales	0	8	8	9	11	12	12	10	10	10	10	8	7	7	Sales	0	2	10	11	12	13	12	12	9	9	9	9	9	9
TOTAL	3	14	14	15	19	20	20	18	19	16	14	11	10	10	TOTAL	3	7	16	17	19	21	21	19	19	14	14	14	14	14
Bloomington - Friday August 28th										Lakeville - Friday August 28th																			
Time										Time																			
Group	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	Group	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm
Managerial/Support	3	6	7	7	9	9	8	8	9	6	5	5	4	4	Managerial/Support	1	3	5	5	5	7	7	7	7	5	5	5	5	5
Sales	0	8	8	9	12	13	13	13	13	12	10	10	10	10	Sales	0	1	8	8	12	12	12	11	11	10	10	10	10	10
TOTAL	3	14	15	16	21	22	21	21	22	18	15	15	14	14	TOTAL	1	4	13	13	17	19	19	18	18	15	15	15	15	15
Bloomington - Saturday August 29th										Lakeville - Saturday August 29th																			
Time										Time																			
Group	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	Group	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm
Managerial/Support	1	4	4	5	5	5	4	4	4	3	3	3	3	0	Managerial/Support	5	6	6	8	11	11	11	10	10	6	5	5	5	0
Sales	1	7	8	17	17	17	18	18	17	17	11	10	10	0	Sales	0	12	12	23	23	23	23	23	23	23	11	11	11	0
TOTAL	2	11	12	22	22	22	22	21	20	14	13	13	0	0	TOTAL	5	18	18	31	34	34	34	33	33	29	16	16	16	0

Bloomington Average Parking Utilization by Hour and Day of the Week (Customers & Employees)

The chart below reflects our current average parking requirements including customers and employees for all hours of the week. Our peak three hours of the entire week are barely over 20% of the 259 spaces available. Most hours parking is utilized only 10 to 15%. Our business is very consistent throughout the year with our peak months only 15% over our average. We could easily quadruple our current sales with this proposed expansion and still not put pressure on our busiest days, Saturday and Sunday. Current Bloomington parking ratios would require an increase from our current 259 to 696 spaces or an additional 4 acres of wasted parking.

Bloomington Customer Parking Averages

Year : 2015	Week Day	10a 11a	11a 12p	10a 11a	1p 2p	2p 3p	3p 4p	4p 5p	5p 6p	6p 7p	7p 8p	8p 9p
	Sunday	0	21	24	29	33	31	25	14	0	0	0
	Monday	6	9	13	13	12	11	9	8	10	8	6
	Tuesday	6	8	11	9	9	8	7	7	7	8	6
	Wednesday	5	7	9	10	10	8	7	8	8	9	7
	Thursday	6	8	11	9	9	8	7	6	7	8	5
	Friday	7	10	13	12	13	11	10	10	11	11	9
	Saturday	13	21	30	31	31	30	28	21	14	11	0

Bloomington Employee Parking Averages

Year : 2015	Week Day	10a 11a	11a 12p	10a 11a	1p 2p	2p 3p	3p 4p	4p 5p	5p 6p	6p 7p	7p 8p	8p 9p
	Sunday	18	20	23	24	24	24	22	22	0	0	0
	Monday	10	11	13	16	16	16	17	15	13	13	11
	Tuesday	12	13	16	18	18	18	19	13	12	10	10
	Wednesday	15	16	16	19	19	18	18	15	15	13	11
	Thursday	13	14	17	18	18	16	17	15	13	10	9
	Friday	14	15	19	20	19	19	20	17	14	14	14
	Saturday	11	20	20	20	20	20	19	18	13	12	12

Bloomington Combined Parking Averages - Customers and Employees

Year : 2015	Week Day	10a 11a	11a 12p	10a 11a	1p 2p	2p 3p	3p 4p	4p 5p	5p 6p	6p 7p	7p 8p	8p 9p
	Sunday	18	41	47	53	57	55	47	36	0	0	0
	Monday	16	20	26	29	28	27	26	23	23	21	17
	Tuesday	18	21	27	27	27	26	26	20	19	18	16
	Wednesday	20	23	25	29	29	26	25	23	23	22	18
	Thursday	19	22	28	27	27	24	24	21	20	18	14
	Friday	21	25	32	32	32	30	30	27	25	25	23
	Saturday	24	41	50	51	51	50	47	39	27	23	12

Conclusion

The scaled parking ratios being proposed allow for smaller durable goods showrooms to have higher parking spaces PSF and gets gradually lower on a percentage basis as showrooms get larger. We think it is fairly safe to assume that most, if not all, durable goods showrooms over 50,000 sq. ft. will be furniture stores.

The HOM Furniture showrooms are the highest volume in the Twin Cities and we think we have shown that the parking ratios being proposed are more than adequate under the most demanding circumstances. Coupled with the continued trend of internet shopping, we feel that parking pressure will continue to decline for all durable goods showrooms in the future.

As a result of work with Alliant Engineering and City staff, we submit the attached SEC. 19.03. DEFINITIONS and SEC. 21.301.06. PARKING AND LOADING. Large Item Retail Sales formula as a proposed City Code Amendment.

Large Item Retail Sales - City Code Amendment (Proposed), 10/8/15

SEC. 19.03. DEFINITIONS.

Retail, Large Item Sales - Facilities where large items are displayed and sold for later delivery, with minimal incidental over-the-counter sales. Examples include facilities that sell furniture, carpet, mattresses, large appliances, cabinets and other large items that are determined by the Issuing Authority to create similar parking demands per square foot, but specifically exclude motor vehicle sales, pawnshops and facilities with more than incidental over the counter sales. While classified separately for parking purposes, Large Item Retail Sales facilities are considered retail uses for determining use status in each zoning district.

SEC. 21.301.06. PARKING AND LOADING.

(d) Number of off-street parking spaces required.

- (1) The minimum number of off-street parking spaces provided within a development must meet the provisions of this subsection, varying by land use as provided in the following table. If more than one land use is present on a site, the required parking is determined by adding together the required number of parking spaces for each use.

If the number of off-street parking spaces results in a fraction, each fraction of one-half or more will constitute another space required. A lesser number of constructed off-street parking spaces may be allowed through flexibility measures (see Section 21.301.06(e) of this Code, parking reduction flexibility measures). The requirements for off-street surface parking space dimensions are set forth in Bloomington Code Section 21.301.06(c).

MINIMUM OFF-STREET PARKING REQUIREMENTS	
NON-RESIDENTIAL	
Retail Sales and/or Service	
General Retail under 10,000 square feet of gross floor area	One space per 180 square feet of gross floor area;
10,000-99,999 square feet of gross floor area	55 spaces plus additional one space per 220 square feet of gross floor area over 10,000 square feet;
100,000 square feet of gross floor area and over	460 spaces plus additional one space per 285 square feet of gross floor area over 100,000 square feet
<u>Large Item Retail Sales</u>	
<u>Large Item Retail under 20,000 square feet of gross floor area</u>	<u>One space per 220 square feet of gross floor area;</u>
<u>20,000-49,999 square feet of gross floor area</u>	<u>90 spaces plus additional one space per 600 square feet of gross floor area over 20,000 square feet;</u>
<u>50,000 square feet of gross floor area and over</u>	<u>140 spaces plus additional one space per 1,000 square feet of gross floor area over 50,000 square feet</u>